ADVERTISING 1 Departments

Do you hear Puffed Wheat being shot from guns in your sleep? Do you count truckloads of Super-Suds instead of sheep? Does L.S.--M.F.T, L.S.--M.F.T. drive you to Dippy?

If your answers to these questions are affirmative --or negative-- you can set your mind at ease when Smith radio goes on the air.

While our main object in getting advertising for the radio is to get all need, we are working with the idea of getting advertising that will appeal to you. Announcements of a New Look formal at Filene's, or the latest sales at Empsall's sport Shop, will not drive you to distraction, but will, we hope, send you there to get what you want.

At present we have to wait for the programs to be formulated before soliciting our advertising, which we hope to do on both a national and a local level. In the meantime, we have set up our organization on a functional basis and are planning ahead so that when the time comes we can get to work immediatlgy.

A survey of local stores is to be made, from which we hope to find out what is being sold and the appeal it will have to us as prospective buyers. In addition, we will know exactly what stores we can solicit and make each member responsible for an equal

number of stores.

Our relation to IBS is a great help to advertising. From them we will be able to get national advertising at a fair price. We also can learn the maximum rates we can charge for advertising and the proportion of advertising time to be given to programs of different length.

With these objectives in mind, we can assure you that you will have no desire to switch off your radio when the commercials come on. Whether they are jingles, straight advertising, or spot announcements, we know you will listen to them for your own benefit.

The Technical Department

The Technical Department, one of the five into which Radio Club is divided, will be responsible for all of the technical aspects involved in broadcasting. The Department itself will be subdivided into smaller groups each of which will be in charge of either transmission, or recording, or research etc. Until the station is officially set up, however, and the equipment built and installed, the primary function of the Technical Department will be to gather as much information as possible on the subject of the technical aspects of broadcasting. We are now writing to colleges asking them questions concerning their Radio Stations, such as their department set-ups, and also asking their advice on technical matters. We will be consulting with licensed engineers, and making visits to other stations, such as WHYN, in order to see, first-hand, how programs are put on the air, and what broadcasting entails.

The Department at present is made up of twelve undergraduates, some of whom have had technical experience, others with none. However, by the time we are ready to set up the station we will have acquired a backlog of information on broadcasting, and will also have had practicl experience through observing other stations, and also by working with the technical departments of the stations in other c colleges. Fully realizing the importance of the Technical Department, efficiency and "know-how" will be our pass-words.

Eleanor Echikson
Technical Manager
Radio Smith.

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Eleanor Hutchison
Technical Manager
Radio Smith.

Programming and Production

The Programming and Production division of radio club is really composed of two sections;"Before the Mike" (on the stage), and "Behind the mike" (behind the scenes). These two divisions are of necessity interdependent. The "Before the mike" department is composed of script writers, timers, planners, directors, sports and news gatherers, as well as the numerous research workers in the field of music and sound. The "Before the mike" department includes, the actors, announcers, and sound and music "Technicians", who in cooperation with the "Behind the Mike" staff, put the actual program on the air.

At present, each of the departments---script, announcing, acting, news, sports, special events and music and sound---is organized and ready to swing into action. "Mock" programs and broadcasting days are being planned, and the staff will thus gain practical experience, through this training, for the future station.

Although the Programming and Production department does require a great amount of time and effort, the expenditure is necessary in order to have a production worthy of the high standard we have set.

Barbara Ungerleider

The purpose of the financial department is to establish a workable budget for Smith College Radio Club. Our present plans include forming as accurate an estimate as possible of the running cost of a radio station. To this end, we are communicating with campus stations all over the country to determine various methods of budgeting these costs. Now, available finances are being used to further research and to send delegates to conferences of the Intercollegiate Broadcasting System which are being held in the Northeast.

When broadcasting activities begin, the work of this department will include, besides allocating funds within the club, paying dues to Intercollegiate Broadcasting System, keeping the books of the club, and obtaining the services of a certified public accountant once a year.

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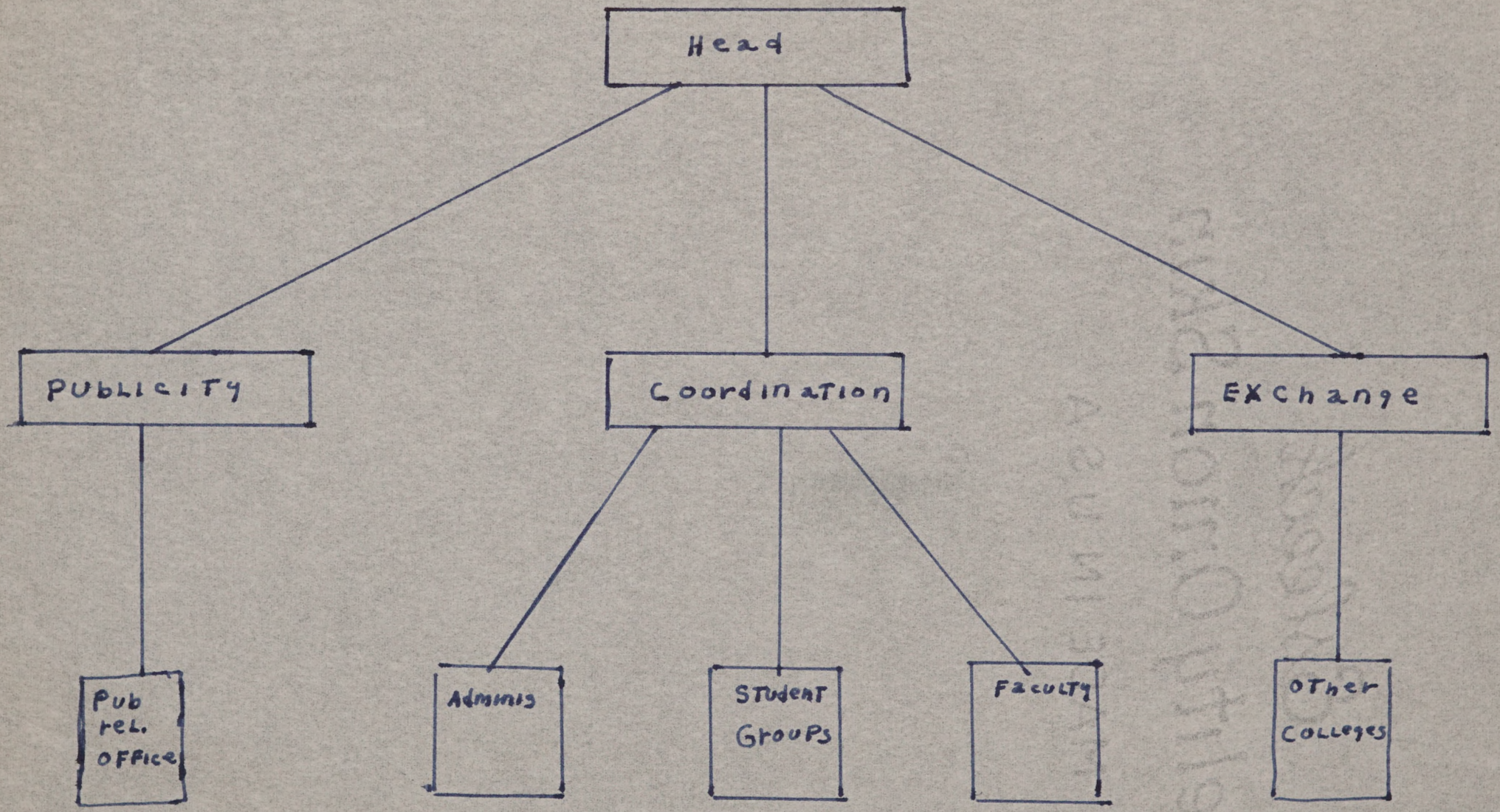
One on the most important duties of the Executive Secretary of Radio Club is to share the responsibility for the formulation of the station policy both by sitting on Steering Committee and by conducting Club and Steering Committee meetings in the absence of the Station Manager. This year she attended the Intercollegiate Broadcasting System conference at Brown in this capacity. After this year her function will be more important because she is one of the three people who directly represent club opinion on Steering committee as an elected member.

Another main function of the Executive Secretary is to keep all records of the club. This includes records of all conferences with the administration and the faculty as well as all minutes of club meetings and Steering committee meetings. In addition to this duty, she maintains correspondence between the Smith Radio club and the IBS. Reports of IBS conferences ~~are turned in~~ by the Smith delegates as well as the official minutes of the conferences are turned into the secretary and incorporated in permanent records of the club for use by future members of the Station. This year the job has been especially worth while since I have been able to watch the organization from its beginning. I feel that it can be no less valuable in future years when the results of the plans for a station are realized.

Grace Marshall '48

Public Relations



Public Relations

Approved April 1948

RALLY DAY

The Rally Day chairman is chosen by the Student Council. Her specific duty is to produce a rally day show. To achieve this she:

I. appoints a central committee consisting of a Business Manager, a Ticket Chairman, a Program Chairman, a Stage Manager, and heads of Lighting, Scenery, Make-up, and Publicity. These girls take care of the details occurring in these fields.

2. coordinates the efforts of the class chairmen who are chosen by the members of their class.

3. handles the administrative end of the show. This entails primarily finding rooms for rehersals and assuring that Mr. King'smen will be on the spot when needed.

4. takes care of any odd crises that may come up.

The financial intake of the Rally Day Show is usually about $2,000. Actual transactions are carried out through the treasurer of Student Council. After the government tax and the cost of the show have been covered, the first financial obligation is $I,200 to the People's Institute. The remainder is given to campus organisations, the usual recipients being SCADS and Service Fund.

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